

For the Examiner's convenience, all of the currently pending claims are shown here in their entirety.

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17. (Amended) A host system to be communicatively linked to a plurality of remote computers used by shoppers, the host system comprising:

a database configured to store information associated with items for sale to the shoppers;

a data collector configured to determine, from data associated with communication with the remote computers, the network address of one of the remote computers used by one of the shoppers to access the host system;

a presentation formulator configured to formulate one or more tailored store screens to be displayed on the remote computers being used by the shoppers when in current communications with the host system, the presentation formulator configured to formulate the tailored store screens based at least in part on the information stored in the database, and the network address of one of the remote computers used by one of the shoppers to access the host system as collected by the shopper data collector; and

at least one web server configured to communicate with the remote computers and to send the tailored store screens to the remote computers used by the shoppers.

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19. (Amended) The host system of claim 17 wherein areas of the tailored store screens are formulated by the presentation formulator to display information on merchandise in cross-categories to categories of merchandise associated with search requests by the shoppers.

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Please add the following new claims 30-47:

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--30. The host system of claim 17 wherein the network address determined by the data collector is the Internet Protocol (IP) address of the remote computer.

31. A host system comprising:

a web site of a plurality of web pages including a home web page to be displayed when the web site is accessed through a plurality of domain names each having a format of a home page formatted universal resource locator (URL) address, each of the domain names to be generally used by a plurality of users to access the web page via a plurality of networked computers without need of particular assignments of the domain names to particular users;

a database configured to store data associated with items;

a data collector configured to determine which of the plurality of domain names was selected for use when the home web page is accessed by one of the networked computers; and

a presentation formulator configured to modify the home web page to display one of a plurality of tailored store screens and a portion of the database data on the accessing networked computer based at least in part upon the domain name determined by the data collector as being selected.

32. The system of claim 31 wherein the plurality of domain names include californiawines.com, redwines.com, cheapwines.com, gourmetwines.com, genericwines.com, bargainwines.com, brandnamewines.com, popularwines.com, and rarewines.com.

33. The system of claim 31 wherein the database stores data on at least one of the following items: merchandise for sale and services for sale.

34. The system of claim 31 wherein each of the plurality of tailored store screens includes a uniquely customized selection screen.

35. The system of claim 31 wherein each of the tailored store screens contain a direct response advertisement area containing information on merchandise in categories directly related to the associated selected domain name and an impulse advertisement area containing information on merchandise in categories other than those directly related to the associated selected domain name.

36. The system of claim 31 wherein the presentation formulator formulates the tailored store screens by designating and positioning of patterns, colors, icons, symbols, pictures, shapes, and layout used in the tailored store screens.

37. The system of claim 31 wherein the tailored store screens formulated by the presentation formulator include customized selection screens for merchandise.

38. The system of claim 31, further comprising a shopper database configured to store shopper information and wherein the presentation formulator is further configured to modify the home web page based upon shopper information of one of the plurality of users using one of the networked computers to access the home web page.

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39. A host system comprising:

a web site of a plurality of web pages including a home web page to be displayed when the web site is accessed through a plurality of domain names each having a format of a home page formatted universal resource locator (URL) address, each of the domain names to be generally used by a plurality of users to access the web page via a plurality of networked computers without need of particular assignments of the domain names to particular users;

a database configured to store data associated with items;

a data collector configured to determine which of the plurality of domain names was selected for use when the home web page is accessed by one of the networked computers, the data collector further configured to determine the network address of the networked computer; and

a presentation formulator configured to modify the home web page to display one of a plurality of tailored store screens on the accessing networked computer and a portion of the database data based at least in part upon the domain name determined as being selected and the network address of the networked computer.

40. A host system comprising:

a database configured to store data associated with commercial items offered on a web site;

a data collector configured to determine identification information regarding at least one system running on an accessing networked computer used to communicate with the web site, including a home web page; and

a presentation formulator configured to modify the home web page of the web site to display one of a plurality of tailored store screens on the accessing networked computer and a portion of the stored data on the database based at least in part upon the search identification information regarding at least one system running on the accessing networked computer.

41. The system of claim 40 wherein the data collector determines search identification information of the accessing networked computer, which includes at least one of the following: search request used, web browser used and operating system used.

42. The system of claim 40 wherein the data collector determines search identification information of the accessing networked computer based on header fields of HyperText Transport Protocol (HTTP).

43. A method comprising:

storing information associated with items for sale;

determining network addresses of networked computers used by shoppers to access the host system from data associated with communication between the networked computers and the host system;

formulating tailored store screens based at least in part on the stored information and the network addresses of the accessing networked computers; and

sending the tailored store screens to the networked computers to be displayed on the accessing networked computers.

44. A method comprising:

sending a home web page to one of a plurality of networked computers whenever one of a plurality of domain names, each having a format of a home page formatted universal resource locator (URL) address, is received from the networked computer, each of the domain names to be generally used by a plurality of users to access the home web page via the plurality of networked computers without need of particular assignments of the domain names to particular users;

storing data associated with items of commerce;

determining which of the plurality of domain names was selected for use when the home web page is accessed by one of the networked computers; and

modifying the home web page to display one of a plurality of tailored store screens and a portion of the stored data on the accessing networked computer based at least in part upon the determined domain name.

45. A method comprising:

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sending a home web page to one of a plurality of networked computers whenever one of a plurality of domain names, each having a format of a home page formatted universal resource locator (URL) address, is received from the networked computer, each of the domain names to be generally used by a plurality of users to access the web page via the plurality of networked computers without need of particular assignments of the domain names to particular users;

storing data associated with items;

determining which of the plurality of domain names was selected for use when the home web page is accessed by one of the networked computers;

determining the network address of the accessing networked computer; and

modifying the home web page to display one of a plurality of tailored store screens and a portion of the stored data on the accessing networked based at least in part upon the domain name determined as being selected and the network address of the accessing networked computer.

46. A method comprising:  
storing data associated with items;  
determining identification information regarding at least one system running on  
an accessing networked computer; and

modifying a home web page to display one of a plurality of tailored store screens  
and a portion of the stored data on the accessing networked computer based at least in part upon  
the search identification information regarding at least one system running on the accessing  
networked computer.

47. A method comprising:

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sending a home web page to one of a plurality of networked computers whenever  
one of a plurality of domain names, each having a format of a home page formatted universal  
resource locator (URL) address, is received from the networked computer, each of the domain  
names to be generally used by a plurality of users to access the web page via the plurality of  
networked computers without need of particular assignments of the domain names to particular  
users;

storing data associated with items;

determining which of the plurality of domain names was selected for use when  
the home web page is accessed by one of the networked computers

determining the search request used by the accessing networked computer to  
locate the home web page; and

modifying the home web page to display one of a plurality of tailored store  
screens and a portion of the stored data on the accessing networked based at least in part upon  
the domain name determined as being selected and the search request determined as being used  
by the accessing networked computer.--